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Minnesota Micro-Distillery Launches Loonman Organic Spirits Line

4 New MN Made-From-Scratch Spirits Hitting the Shelves

For immediate release

Northfield, Minn. (August 10th, 2020)— Loon Liquor Company is expanding the MN Spirits Section at local liquor stores by adding 4 new made-from-scratch spirits, combining both New-American and Old-World styles, with a heavy focus on MN organic agriculture. They are launching Rum, Aquavit, and Gin; and refining their Vodka. All of their made-from-scratch spirits are fermented, distilled, and bottled in house.

Loonman Vodka, Aquavit, and Gin are all made with wheat and barley from an organic farm within 15 miles from their distillery (B&T Farms). Loonman Rum is made from South American organic sugar cane and molasses. All spirits have a MSRP of \$24.99.

The “Loonman” mascot is named after a Northfield hero, details below. The spirits lineup was set to launch in April of 2020, but the distillery shut down its spirits operation for 3 months to produce hand sanitizer for over 300 critical organizations including hospitals, police departments, fire departments, EMS, nursing homes, food shelves, distribution centers, and organizations of all sizes.



LOONMAN VODKA

Minnesota organic craft vodka

Loonman Vodka is a small batch organic 50/50 wheat and barley-based vodka. Triple distilled in our 10-plate copper still before being filtered through coconut and house-made birch charcoal

The Taste: The nose is light and airy leading to a mild sweetness that hints at vanilla, cocoa bean, and almond. The palette is medium bodied with peppery complexity, leading to a finish that is clean with bright velvety cream.



LOONMAN RUM

Minnesota organic craft rum

Loonman Rum is a white rum agricole, with a 90% Brazilian sugar cane and 10% black strap molasses mash bill. Apple cider yeast adds a tropical complexity. Distilled through both our pot and 10-plate column stills to blend character and sweetness with a smooth neutral base

The Taste: This cane juice and molasses-based rum, has a slightly sweet nose reminiscent of tropical fruit, turbinado sugar, and cr me brulee. A medium body carries mineral rich caramel, coconut, and wood into a dry finish of apples, butter, and vanilla



LOONMAN AQUAVIT

Minnesota organic craft aquavit

Loonman Aquavit is a wheat and barley-based dill & caraway aquavit. The botanicals are infused through maceration prior to distillation as well as vapor infused. Triple distilled in our 10-plate copper still.

The Taste: Spicy caraway and herbaceous dill radiate from the nose, followed by bright citrus and sweet, subtle fennel. Characteristically earthy cumin, floral coriander, and bright lemon peel are highlighted with lighter-handed touches of star anise and orange, resulting in an elegant, silky mouthfeel with a medium finish that's fresh and invigorating



LOONMAN GIN

Minnesota organic craft gin

Loonman Gin is a citrus-focused small batch organic wheat and barley-based gin. The botanicals are infused through maceration prior to distillation as well as vapor infused. Triple distilled in our 10-plate copper still.

The Taste: Drizzles of lemon, orange and lime. The inviting nose instantly transports you to a stoney citrus grove, with crushed juniper and spicy herbs under-foot. Elegant in its simplicity, this silky gin finishes bright and fresh

Available at Your Local Liquor Stores

Starting August 24th, local liquor stores and restaurants will be able to carry the lineup. If your local liquor store doesn't have it, you can tag them on Loon Liquor Co's social media, or simply ask the store to carry it.

Who is Charles Augustus Loonman?

Charles Augustus Loonman is named after a small town hero in Northfield, MN – Charles Augustus Wheaton. Before becoming a Northfieldian, Wheaton was a strong supporter of women's rights, and also maintained his house as a stop on the Underground Railroad in New York State. In 1860, he moved to Northfield and rescued the founder of Northfield, John North, from financial ruin by purchasing his mill on the Cannon River. The mill produced nationally award-winning flour, and eventually changed its name to Ames Mill, which was bought by Malt-O-Meal. Wheaton donated his house and 10 acres of land to the town's first establishment of higher education, Northfield College, which would later become Carleton College. Let's raise a glass to honor the heroes at the heart of every small town who give selflessly to help their communities!

Cocktail Recipes at www.loonliquors.com

FAQs

What is the difference between your first vodka (Wheaton Barley Vodka) and Loonman Vodka?

Loonman Vodka is distilled through our 10 plate column still 3 times (1 more time) than Wheaton Barley Vodka resulting in a brighter finish. It is still the same base grain, closed-fermentation style, and filtered through house-made birch charcoal, and coconut charcoal.

What is the difference between Loonman Gin and MetropoliGin?

Loonman Gin and MetropoliGin are completely different gin styles. Loonman Gin is more juniper and citrus forward. It is crafted specifically for summery warm notes, with more a familiar freshly-cracked juniper nose. MetropoliGin is slightly higher in proof, and is a "New-American" style gin, resulting in a more floral palate.

About Loon Liquor Company

The Northfield, MN distillery was the first legal micro-distillery in Southern, MN. Founded in 2014 by two Northfield High School friends, and independent owners, Simeon Rossi (head distiller & artisan) and Mark Schiller (marketing & finance)

100% Made-From-Scratch: Milled, lengthy-closed-fermented, distilled, aged, and bottled 100% in the distillery in Northfield, MN. We also make our own birch charcoal, cut and toast our white oak staves, and even help harvest our grains.

Hyper-Local Sourcing: Over 90% of our ingredients come from organic farms within 15 miles of the distillery. We partner with 10+ farms in Minnesota to source a variety of locally-grown grains, botanicals, fruits, and other ingredients.

Cocktail Innovation: Crafted over 200 cocktail recipes for our cocktail room, and on-site partners. We produced our own custom spirits, house-bitters, tonic water, craft sodas, and naturally flavored simple syrups.

Sustainable: 100% of our spirits from Day 1 have been organic certified. We work hard to select partners with passion for caring for the land. We've designed our process from end-to-end for resource conservation..

Learn more at www.loonliquors.com